

Functionality and Purpose

The app’s primary function will always be to help people find study groups. That will never change

Dylan Diaz

Feedback

Create a mobile app that connects students to study with each other

Dylan Diaz

Business

Possibly make money by having ads.

Dylan Diaz

Advertisement

Spend money on advertising

Dylan Diaz

Hurdles

Would need to get people to keep using the app even once they found a study group

Dylan Diaz

Accessibility

Get the app on the app store and play store

Dylan Diaz

The app could connect to the user’s social medias like Discord does

Dylan Diaz

Set up an outlet for reviews so I know if my app is working

Dylan Diaz

Invest the money I make into upgrading the app

Dylan Diaz

Advertise more heavily in areas that are near universities

Dylan Diaz

Figure out how to make the visuals in the app the most appealing

Dylan Diaz

Make sure the app is compatible for all types of devices and not just mobile phones

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Once they have found a study group, the app could have a group chat feature and a calendar feature that could be edited by everyone in the group

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Use focus groups to recieve feedback

Dylan Diaz

Get some investors for the initial startup of the app

Dylan Diaz

Attempt to be endorsed by a major university

Dylan Diaz

Would have to make the controls simple and easy to understand

Dylan Diaz

The app will have a network of students (all from the same university) that will be requesting a study group for a specific class. It will function similarly to a dating app.

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To encourage people, to use it, the app would be free

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